

WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

Advertiser Agency/T-Code Product Brand

Sales Office Buyer Name

Phone/Fax CPE Account Types Billing Type

Contract # 842398 Schedule Dates 10/02/12-10/08/12 American Crossroads (33954) Political - U5 President (1174) Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia

Crossroads Media LLC (2774)/055317791

MARONEY, STEPHANIE (202) 559-6428 / 11/27/692 National/Political PAC - Agency Weekly/Irregular

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

07/13/12 10/01/12 Penne Marsh 06225712 Normal 15.00

\$3,925.50

\$22,244.50

Date Entered

Last Modified

Entered By

Headline #

Order Type

Net Total

Sales Tax

Package Deal

CO-OP

Norfolk (WVEC) (WVEC) By Broadcast Month Spots <u>Rate</u> Oct. 2012 \$26,170.00 Grand Total: \$26,170.00

Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu V	We Th	ı Fr	Sa Su	Spots	Rate	Total	Station	Comments	Entered
	10/05/12-10/05/12	5	:30	10A- 10:S8A (ET)	l				1		1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
1.0 Normal Line / SPOT	10/05/12-10/0S/12	5	:30	11P- 11:35P (ET)					1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
2.0 Normal Line / SPOT	10/05/12-10/05/12	5	:30	12P- 12:57P (ET)					1		1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
3.0 Normal Line / SPOT	10/05/12-10/05/12	5	:30	5A- 5:58A (ET)	T T				1		1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NW5 DYBRK A<	7/13/12
4.0 Normal Line / SPOT	10/05/12-10/05/12	s	:30	5:29P- 5:58P (ET)	Τ.				1		1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
5.0 Normal Line / SPOT	10/05/12-10/05/12	5	:30	6P- 6:30P (ET)					1		1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
6.0 Normal Line / 5POT	10/05/12-10/05/12	5	:30	6:58P- 7:28P (ET)					1		1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	WHEEL-FORTNE<	9/28/12
7.1 Normal Line / SPOT	10/05/12-10/05/12	5	:30	9A- 10A (ET)					1		1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
8.0 Normal Line / SPOT	10/08/12-10/08/12	5	:30	10A- 10:58A (ET)		1					1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
9.0 Normal Line / 5POT	10/08/12-10/08/12	5	:30	11P- 11:35P (ET)		1					1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEW5 AT 11P	7/13/12
10.0 Normal Line / SPOT	10/08/12-10/08/12	5	:30	12P- 12:57P (ET)	T	1					1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
11.0 Normal Line / SPOT	10/08/12-10/08/12	5	:30	5A- 5:58A (ET)	T	1					1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NW5 DYBRK A<	7/13/12
12.0 Normal Line / SPOT	10/08/12-10/08/12	5	:30	5:29P- 5:58P (ET)		1					1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
13.0 Normal Line / SPOT	10/08/12-10/08/12	5	:30	6P- 6:30P (ET)	T	1					1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12

CONFIRMATION CONTRACT

Accepted Agency: Advertiser

Date:

Accepted-Station:

Date:

Comments:

B/E Bookend P/B Piggy Back printed At: 04:34 PM on Monday, October 1 2012 Page 1 of 4



Crossroads Media LLC 66 Canal Center Plaza Suite 555

Alexandria, VA 22314-1576

Contract # Schedule Dates Advertiser Agency/T-Code Product Salesperson

Sales Office

Buyer Name

Phone/Fax

Date:

CPE

842398 10/02/12-10/08/12 American Crossroads (33954) Political - US President (1174) Democrat (Anti) (177520)

Crossroads Media LLC (2774)/055317791 Blair, Cheryl (2205)

Date Entered

Last Modified

Entered By

Headline #

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

CO-OP

07/13/12

10/01/12

06225712

Normal

15.00

\$3,925.50

\$22,244.50

Committee

TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6428 / 11/27/692 National/Political PAC - Agency

Accepted-Station:

Account Types **Billing Type** Weekly/Irregular

AM CRO55ROAS :30
***** THI5 IS A CASH IN ADVANCE 5CHEDULE *****,

Norfolk (WVEC) (WVEC) By Broadcast Month Spots Oct. 2012 Penne Marsh Grand Total:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We Th	Fr S	Sa Su	Spots	Rate	Total	5tation	Comments	Entered
15.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	7:28P- 7:57P (ET)		1					1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
16.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	9A- 10A (ET)		1					1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
17.0	Normal Line / 5POT	10/06/12-10/06/12	4	:30	11P- 11:35P (ET)		-				1		\$750.00		Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
18.:	Normal Line / SPOT	10/06/12-10/06/12	5	:30	5:58A- 8A (ET)		l .				1	1	\$235.00	\$235.00	Norfolk (WVEC) (WVEC)	VARIOUS	9/28/12
19.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	11P- 11:35P (ET)						1	1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEW5 AT 11P	7/13/12
20.:	Normal Line / SPOT	10/07/12-10/07/12	s	:30	5:58A- 8A (ET)						1	1	\$185.00	\$185.00	Norfolk (WVEC) (WVEC)	VARIOU5	9/28/12
21.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	10A- 10:58A (ET)		<u> </u>		1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
22.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	11P- 11:35P (ET)				1			1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEW5 AT 11P	7/13/12
23.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	12P- 12:57P (ET)				1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
24.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	5A- 5:58A (ET)			1	1			1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NW5 DYBRK A<	7/13/12
25.0	Normal Line / SPOT	10/04/12-10/04/12	S	:30	5:29P- 5:58P (ET)				1			1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NW5 AT 5:30<	7/13/12
26.0	Normal Line / SPOT	10/04/12-10/04/12	S	:30	6P- 6:30P (ET)			1	1			1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
27.:	Normal Line / SPOT	10/04/12-10/04/12	5	:30	7:28P- 7:57P (ET)				1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	9/28/12
28.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	9A- 10A (ET)		- 1		1			1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12

B/E Bookend P/B Piggy Back

Accepted Agency/Advertiser:

Printed At: 04:34 PM on Monday, October 1 2012

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Rate \$26,170.00

\$26,170.00



Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576

CPE

Account Types

Date:

Billing Type

Contract # 842398 Schedule Dates Advertiser Agency/T-Code Product Brand Sales Office Buyer Name Phone/Fax

10/02/12-10/08/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - US President (1174) Democrat (Anti) (177520) Blair, Cheryl (2205) TeleRep - Philadelphia MARONEY, STEPHANIE (202) 559-6428 / 11/27/692 National/Political PAC - Agency

AM CROSSROAS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Weekly/Irregular

Accepted-Station:

Date Entered 07/13/12 Last Modified 10/01/12 Penne Marsh **Entered By** СО-ОР No 06225712 Headline # Demo Order Type Normal Package Deal Commission % 15.00 Commission \$3,925.50 Net Total \$22,244.50 Sales Tax

Comments

Date:

Norfolk (WVEC) (WVEC) By Broadcast Month Oct. 2012 Spots 44 Rate \$26,170.00 Grand Total: \$26,170.00 44

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo Tu We 1	h Fr Sa Si	Spots	Rate	Total	Station	Comments	Entered
	Normal Line / SPOT	10/02/12-10/02/12	s	:30	10A- 10:58A (ET)		1	1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	5	:30	11P- 11:35P (ET)		1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	s	:30	12P- 12:57P (ET)		1	1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	s	:30	5A- 5:58A (ET)		1		1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	5	:30	5:29P- 5:58P (ET)		1		1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT S:30<	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	s	:30	6P- 6:30P (ET)		1		1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
	Normal Line / SPOT	10/02/12-10/02/12	s	:30	7:28P- 7:57P (ET)		1		1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	9/28/12
	Normal Line / SPOT	10/02/12-10/02/12	5	:30	9A- 10A (ET)		1		1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
	Normal Line / SPOT	10/03/12-10/03/12	5	:30	10A- 10:58A (ET)		1		1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
	Normal Line / SPOT	10/03/12-10/03/12	s	:30	11P- 11:3SP (ET)		1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
	Normal Line / SPOT	10/03/12-10/03/12	5	:30	12P- 12:57P (ET)		1		1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
	Normal Line / SPOT	10/03/12-10/03/12	5	:30	5A- S:S8A (ET)		1		1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
		10/03/12-10/03/12	5	:30	5:29P- 5:58P (ET)		1		1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
	Normal Line / SPOT	10/03/12-10/03/12	5		6P- 6:30P (ET)		1		1	\$825.00		Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
42.0	Normal Line / SPOT	20/03/12 20/03/12	ئط									, (11120)		
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B/E Bookend P/B Piggy Back

Accepted Agency/Advertiser:

Printed At: 04:34 PM on Monday, October 1 2012

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WVEC 613 Woodis Ave. Norfolk, VA 23510

Crossroads Media LLC 66 Canal Center Plaza Suite 555 Alexandria, VA 22314-1576 Contract # Schedule Dates Advertiser Agency/T-Code Product

Buyer Name

Phone/Fax

Account Types

Billing Type

CPE

842398 10/02/12-10/08/12 American Crossroads (33954) Crossroads Media LLC (2774)/055317791 Political - US President (1174) Democrat (Anti) (177520) Salesperson Blair, Cheryl (2205) TeleRep - Philadelphia Sales Office

MARONEY, STEPHANIE

National/Political PAC - Agency

AM CROSSROAS :30
****** THIS IS A CASH IN ADVANCE SCHEDULE *****,

(202) 559-6428 /

Weekly/Irregular

11/27/692

Date Entered 07/13/12 Last Modified 10/01/12 Entered By Penne Marsh CO-OP No 06225712 Demo Order Type Normal Package Deal Commission % 15.00 \$3,925.50 Net Total \$22,244.50

Sales Tax

Norfolk (WVEC) (WVEC) By Broadcast Month Oct. 2012 Spots 44 Rate \$26,170.00 Grand Total: \$26,170.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu 1	We 7	Th f	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.1	Normal Line / SPOT	10/03/12-10/03/12	5	:30	6:58P- 7:28P (ET)		<u> </u>		1				1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	WHEEL-FORTNE<	9/28/12
44.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	9A- 10A (ET)	_		1	1				1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
45.0	M/G For 17.0.1 / SPOT	10/06/12-10/06/12	5	:30	11:30P- 12:05A (ET)	_	_				1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P after CF	10/1/12
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Accented	-Agency/Advertiser:			Date:	Accepted S									Date	Comments:			

B/E Bookend P/B Piggy Back

Printed At: 04:34 PM on Monday, October 1 2012

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			D	ate:
WVEC	Norfo	IK			10/1
I. Stephanie M	•		owing issue:		
American Cros 1401 New Yor Washington, D Treasurer: Ma	k Avenue Suite 1 DC 20005	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As (Order	eQ		
Total Char	ges: # 22	, 244.	50	Net	
This broadcast t	ime will be used by	America	n Crossroads	S	
	rogramming (elating to any				
	☐ Yes			⊠ No	

importance," list the name of the	nicates a message relating to any period to any period to any period to and the legally qualified candidate(s) the ate(s) of the election(s) (if applicates)	e programming refers to, the
For programming that "commun importance," attach Agreed Upo	icates a message relating to any p n Schedule (Page 3)	political matter of national
I represent that the payment for	the above described broadcast tim	ne has been furnished by:
Treasurer Margee Clancy		
and you are authorized to announ furnishing the payment, if other	nce the time as paid for by such p than an individual person, is:	erson or entity. The entity
a corporation; a comm	nittee; 🗵 an association; 🔲 o	r other unincorporated group.
The names, offices, and addresse agents of the entity are named be	es of the chief executive officers, clow (may be attached separately)	directors, and/or authorized
THIS STATION DOES NOT DI OF RACE OR ETHNICITY IN T		SCRIMINATION ON THE BASIS
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled b	ensue from the broadcast of the tated broadcast(s), I also agree to delivered to the station at least	above-requested to prepare a script,
	NED BY ISSUE ADVE	RTISER
8/3/12 Stur		703-299-1760
	Signature SED BY STATION REP	Contact Phone Number
	F	
Accepted Line Marsh Signature	Penne Marsh Printed Name	Rejected NSC Title

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